

IN THE CLAIMS

Claim 1 (currently amended) An in-contents advertising method, wherein advertisement information provided beforehand is included in digital contents activated by a user, ~~based on information contained within contents indicating that advertisements may be inserted within said contents~~ the method comprising the steps of:

determining whether the digital contents have been activated by the user;

providing an identifier of the digital contents and an identifier of the user to an advertising information server when the digital contents have been activated;

retrieving advertising information from the advertising information server based on the digital contents identifier and the user identifier; and

providing the retrieved advertising information for insertion in the digital contents.

Claim 2 (currently amended) An in-contents advertising method ~~server wherein for~~ inserting advertisement information ~~is inserted in~~ digital contents for activation by a user, based on specifications of ~~the~~ an advertiser, ~~and information contained within contents indicating that advertisements may be inserted~~ the method comprising the steps of:

receiving advertisement structure information for the digital contents from a contents provider at an advertising server;

receiving advertiser specified information of the advertiser at the advertising server;

preparing the advertisement information based on the advertisement structure information and the advertiser specified information, and receiving the advertisement information at the advertising server; and

providing the advertising information by the advertising server to the contents provider for insertion in the digital contents.

Claim 3 (currently amended) ~~A program transferring medium~~ An in-contents advertising method for realizing in-contents advertisements in digital contents, the method comprising the steps of: ~~by obtaining advertisement information appropriated beforehand to contents, at the time of activation of said contents, and inserting said advertisement information in said contents, based on information contained within contents indicating that advertisements may be inserted~~

receiving a download request for the digital contents from a user at a contents server;
forwarding an identifier of the digital contents and an identifier of the user from the contents server to an advertising information server; and

receiving the in-contents advertisements from the advertising information server at the contents server for insertion in the digital contents;

wherein the in-contents advertisements are retrieved from the advertising information server based on the digital contents identifier and the user identifier.

Claim 4 (original) A digital contents distribution system for realizing in-contents advertisements, said distribution system comprising:

a digital contents distribution system comprising a first server storing a plurality of digital contents to be provided;

an advertisement information providing system comprising a database storing advertisement information which is to be set in advertisement areas in said digital contents; and

a plurality of user terminal devices;

wherein, in response to download requests for specific digital contents from said users, said digital contents distribution system receives advertisement information corresponding to said specific digital contents from said database of said advertisement information providing system, and subsequently distributes said specific digital contents to said user.

Claim 5 (original) A digital contents distribution system for realizing in-contents advertisements, said distribution system comprising:

a digital contents distribution system comprising a first server storing a plurality of digital contents to be provided;

an advertisement information providing system comprising a database storing advertisement information which is to be set in advertisement areas in said digital contents; and

a plurality of user terminal devices;

wherein, in response to download requests for specific digital contents from said users, said digital contents distribution system distributes said specific digital contents to said user; and

wherein said advertisement information providing system transmits advertisement information corresponding to said specific digital contents from said database, to said user.

Claim 6 (original) A digital contents distribution system according to Claims 4 or 5, wherein said distribution system configures a network of:

said digital contents distribution system comprising said first server;

said advertisement information providing system comprising said database; and

said plurality of user terminal devices;

using one, or two or more, of the following means: cable television, broad-band wireless network, and optical fiber network.

Claim 7 (original) A digital contents distribution system according to Claims 4 or 5, said advertisement information providing system further comprising means for recording the transmission state of said advertisement information, with advertising fees being calculated based on said recording results.

Claim 8 (original) A digital contents distribution system according to Claims 4 or 5, said distribution system further comprising:

a contents providing system for creating contents and providing said contents to said digital contents providing system; and

an advertisement creating system for creating advertisement information and providing said advertisement information to said advertisement information providing system.

Claim 9 (original) A digital contents distribution system according to Claim 8, said distribution system further comprising a banking system;

wherein said advertisement information providing system comprises means for recording the transmission state of said advertisement information, with advertising fees being calculated based on said recording results, and the advertiser being billed for said advertising fees from said bank.

Claim 10 (original) A digital contents distribution system according to Claim 8, wherein said advertisement information providing system provides said advertisement creating system with advertisement structure information containing at least portions and times regarding which advertisement insertion can be made;

and wherein said advertisement creating system provides said advertisement information providing system with advertisement information created based on said advertisement structure information and specified information from the advertiser.

Claim 11 (original) A digital contents distribution system according to Claims 4 or 5, wherein said digital contents data contains advertisement programs, with said advertisement information being set into said digital contents by said advertisement programs.

Claim 12 (original) A digital contents providing system comprising a plurality of servers storing digital contents, wherein said digital contents providing system configures an advertisement information providing system having a database storing advertisement information to be set into advertising areas within said digital contents, and a network; and

wherein, in response to download requests for specific digital contents from said users, said digital contents distribution system receives advertisement information corresponding to said specific digital contents from said database, and distributes said advertisement information along with said requested digital contents.